

Nothing but innocence and knowledge can give sound confidence to the heart.—Bishop Hall.

# Honolulu Star-Bulletin

HONOLULU, TERRITORY OF HAWAII, SATURDAY, APRIL 28, 1917.

All honor is founded on truth; the man whose word is not to be trusted is dishonorable.—H. T. Merriam.

ONE

## OUTLOOK BRIGHT FOR AUTO TRADE NEXT 12 MONTHS

Every Manufacturer Prepares for Increased Output This Season, Says Authority

By C. ALVAN MACAULEY  
President of the Packard Motor Car Company

The outlook for the automobile business in the coming year is excellent, and this applies to both motor cars and trucks. I can see no evidence that the demand for cars has anywhere near reached the saturation point that wisemen have been predicting would be reached every year for seven years past. My information is to the effect that every one of the recognized automobile companies is arranging for an increased output for next year.

I do not feel that the termination of the war—for which we all so ardently hope—will have any serious or immediate effect on the automobile demand, as manufacturers for months past have proceeded upon the assumption that it would end shortly and have not ordered supplies nor inflated their business with the idea that the war prosperity would continue.

### Margins Are Reduced

The one big, serious feature of the entire situation is the tremendous increase in the price of materials, which has compelled manufacturers to increase the price of their vehicles. But material prices have increased far faster than manufacturers have been able to increase the price of their cars, with the result that the automobile manufacturer's margins are substantially less than they were six months, a year, or two years ago, even at the higher prices.

I do not know the figures of any business except our own. Our materials cost \$350 a car more than two years ago. That's a tremendous element of cost when it is figured that labor, overhead and other items of cost have also increased in proportion. If material costs continue to increase—and there is no sign of a let-up—then car prices will have to be still further increased to a point which may automatically limit the demand and curtail the sales.

The truck business in the last year has come into its own. For ten years it struggled for the universal recognition that has been accorded motor cars, but the same development was comparatively slow until the last two years, when the tremendous efficiency of motor trucks, used in the military operations in Europe, awakened our own people to the fact that motor trucks are an indispensable element of modern business equipment. To-day the demand is greater than the supply.

The whole motor car and motor truck industry is now so firmly entrenched and cars and trucks are so necessary to the whole people that no business condition can ever hereafter seriously affect it. Detroit's biggest industry is on the map for all time.

## AUTO VITAL FACTOR IN NATION'S DEFENSE

Mothers who did not raise their boys to be soldiers should have taken the precaution to keep them away from automobiles, for in the development of efficiency, which is a synonym for preparedness and a military requisite, the motor car has been a vital factor in this country, especially in the last decade.

According to the 1916 automobile census, there are more than 2,000,000 motorists in the United States, men who have learned to be efficient and prepared through the use and care of their cars.

The average automobile owner is always ready for the emergency. He never thinks of taking to the open road without a pump, oil can, spare tire, repair outfit, wrenches, tools and other equipment. On the dash of his car is a fire extinguisher. To pull the machine out of deep mud and sand on a long tour a tow rope is carried. Anti-skid chains are used as an insurance against accidents. In winter the driver fills the radiator with anti-freeze solution and covers the hood of his car.

## GREAT FUTURE FOR TRUCK, SAYS EXPERT

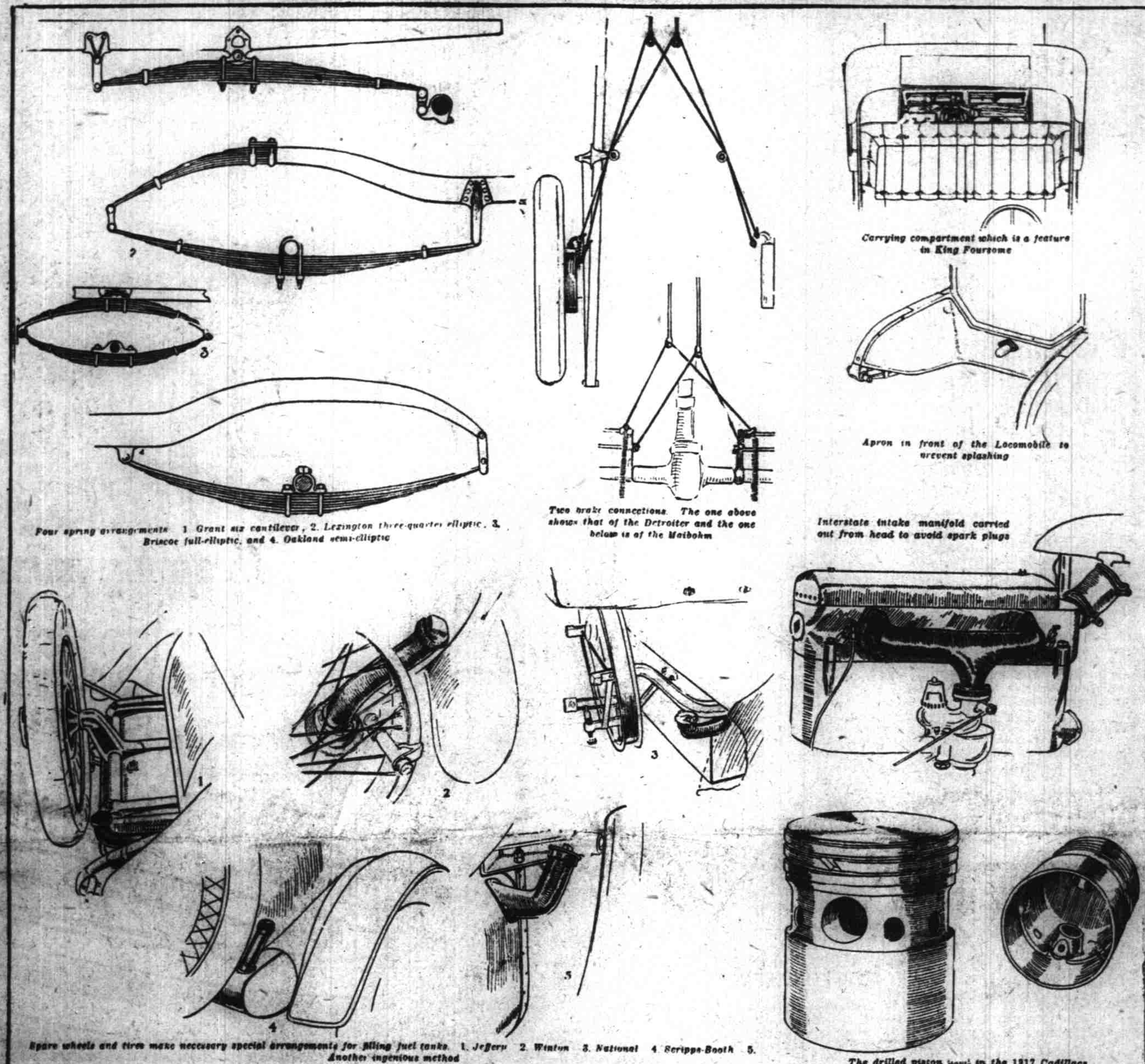
"Evidence of the wonderful future of motor trucks keeps piling up," says H. S. Daniels of the Kissel-Kar.

"While this great increase of trucks is palpable to nearly everyone living in the cities, it is from the smaller towns, and even the farming communities, that the most significant news is coming."

"Until this year it was difficult to interest the country automobile dealer in trucks—many laughed at the very suggestion of trying to sell them. Now the Kissel factory, and doubtless those of other truck manufacturers, is besieged with inquiries from that class of dealers. Building a good truck is just as safe as baking a good loaf of bread, so far as finding a market for it is concerned."

The body of a man found on the shore of Long Island Sound, north of Riverhead, N. Y., on March 12, was identified as that of Frederick A. J. Fox, keeper of Fenfield Reef light-house, near Bridgeport.

## IMPROVED MECHANICAL PARTS AND ACCESSORIES MAKE FOR THE EASIER OPERATION OF THE AUTOMOBILES OF 1917



While radical changes in design and construction were few and far between at the recent automobile shows, there were many different makes of cars which showed improvements in construction or in their accessories. Some of the new features noted in the 1917 models by the technical expert of The Automobile are illustrated above. These improvements make for the easier or more efficient operation of the car on which they are found.

## CHANGING MODELS WITH CALENDAR NO LONGER POPULAR WITH OWNERS

By HUGH CHALMERS  
On September 30, last, 1500 distributors and dealers celebrated the first anniversary of the Chalmers Six-Thirty. This particular model had been on the market just a year. Over 35,000 of them were in the hands of pleased owners. Our dealers were satisfied with the car as a sales proposition. Why change?

Briefly, that is the attitude of the Chalmers Company, and I believe, also, of the majority of reputable concerns in the automobile industry, toward the policy of yearly change of models. To date, the history of the automobile business has been a constant struggle for perfection. We endeavor first of all to produce mechanical efficiency. When that was obtained in some degree our attention was next turned to beautifying the car's exterior. The process of refinement has gone on until there are practically no radical changes necessary in the present day automobile.

Instead, we offer the public a product of known worth with the testimonials of thousands of owners in our files to back up our own statements. Yearly models were for a long time considered a sales stimulus. Today this theory is known to be fallacious. I believe the buying public has been educated to the point where motor cars are purchased the same as any other legitimate article of merchandise. Styles in motor car bodies, like styles in millinery, may change with the seasons. But it is entirely possible to make adjustments of this kind in mid-season, without waiting for another year to roll around. In other words, we believe the automobile manufacturer will incorporate refinements from time to time, without confusing the public with an interminable line of new models. This policy will result in twofold satisfaction. The car purchaser will know he is receiving the latest thing in cars, whether he buys in June or December. And the manufacturer will benefit because it will balance his selling season and enable him to turn out cars at an even pace throughout the 12 months of the year.

### 3,000 LOAN SHARK VICTIMS APPEAL TO LAWYERS FOR HELP

CHICAGO, Ill.—Nearly 3,000 victims of "loan sharks" have appealed to one law firm for relief from small loans that have piled far beyond the principal by the agent's application of interest, according to a report made recently by the firm which has been pressing a campaign for a law curbing loan agencies. It has been found that street car employees, switchmen, clerks and firemen are the principal sufferers from the loan agents' usury.

Governor Brimbach of Pennsylvania has pledged President Wilson the cooperation of the Pennsylvania Committee of Public Safety.

## "SILK" O'LOUGHLIN CAN BEAT IT WITH HIS AUTOMOBILE

When "Silk" O'Loughlin utters his last stentorian "Yer Out" in the ninth inning of American League games this season, he can step peacefully into his Chalmers touring car and whisk back to his hotel in comfort.

The originator of the now famous "Strike Tub," is one of a few American citizens whose decisions are always right. His word is law on the diamond and his opinion is respected in other lines of endeavor. "Silk" purchased his latest car from the Chalmers distributor in Rochester, N. Y., and is convinced that it will afford him grateful relief after a strenuous afternoon listening to "Oh, You Robber."

O'Loughlin is a close friend of Hugh Chalmers, their mutual acquaintance dating back to the years when Mr. Chalmers donated a car each season for the champion batsman in the major leagues. The American League umpire expects to use his car in touring between cities this summer.

### REQUIREMENTS OF AUTOMOBILE OWNERS

A good automobile should be able to do the following things, according to the head of the engineering department of one of the large motor car manufacturers:

To run steadily and pleasantly on high gear at speeds from five to 50 miles an hour over smooth roads. To carry them over the roughest roads as fast as they can ride with any degree of comfort. To pull through deep sand, mud or snow easily and without overheating. To climb any ordinary hill where there are traveled roads on high. To get away from a standstill about as quickly as their neighbors' cars. To do all these things as cheaply as possible, and without skilled care and constant attention.

## WILL CRESSY AND BLANCHE DAYNE SET NEW TOURING RECORD IN CAR

With a speedometer record of 90,000 miles to their credit, Will M. Cressy and his wife, Blanche Dayne, famous artists of the two-day circuit, claim the American laurels for sustained touring in a single machine.

Back in 1908 Cressy was playing a Detroit vaudeville theater. He visited the Chalmers factory and purchased one of the first Chalmers 30's turned out by that company. In the past nine years the Cressys have toured six times across the United States from coast to coast, and four times from the Canadian boundary line to the Rio Grande. They have piloted the travel-worn Chalmers through England, Scotland, Wales, Ireland, France, Belgium, Holland, across Russia by train, shipping the car through Japan, Man-churia, Formosa, China, the Philippine Islands, completely covering Mexico and much of Canada.

"Many motorists have asked me how we could do it and what sort of car would stand such trips," said Mr. Cressy in a recent interview. "One of the explanations is that I am an expert mechanic and before I became a player, was considered one of the best mechanics and engineers in New England. In addition, we possessed one of the sturdiest cars ever turned out by an American factory."

"When we are 'off the boards' we are tourists pure and simple, taking to the road for the love of travel and adventure. When we rolled into Chicago, October 14 last, our speedometer registered 90,000 miles, covering a period of nine years, an average of 10,000 miles of touring a year in the same car."

Tourists who are planning cross-country trips for the coming season will do well to take a page from the Cressy notebook. When rigged for a transcontinental trip the two sides seats in the tonneau are removed. The cushion of the rear seat is moved two

feet forward and a false back, fully padded and upholstered, fits to this. Thus, all trunk, suit cases and luggage are in the back out of the way, while the passengers are riding in the middle of the car.

On the left-hand running board are two large iron boxes, one to carry cooking utensils, made of aluminum and so constructed as to nest one inside the other. In the other box, food and tableware is carried. On the other running board space is provided for an extra large storage battery. Back of this is the water tank, carrying 20 gallons of fresh water.

"Under the tonneau and connecting with the main tank, is an auxiliary gasoline tank, holding 22 gallons of fuel. All tools and extra parts are carried under the front seats. The automobile tent of the Cressy outfit is in reality two tents and an automobile cover combined. The tents are seven by nine feet, connected with a six-foot strip of canvas. The latter rests on top of the car when set up, thus doing away entirely with tent poles. The tent is made of extra fine, light weight, brown canvas, thoroughly waterproofed. Both sides have sewed in canvas doors, doors, screens and windows."

### NOT TAXED ENOUGH SAYS WEALTHY MAN; SENDS CHECK

CHICAGO, Ill.—Thomas E. Donnelly, a wealthy publisher living near Lake Forest, a suburb, was not satisfied with the tax assessed against him and complained to the mayor of the town that his assessment is too low. Accompanying his complaint he sent a check of \$200, saying that although he lived outside the limits of Lake Forest, he derived many benefits from the town and felt obliged to pay some of its taxes.

## LIQUOR TO BLAME FOR MAJORITY OF AUTO ACCIDENTS

Important That Intoxicated Drivers Be Punished, Says Empire State Official

The exhilarating effects of motor speeding, whether due to alcoholic stimulants or otherwise, discloses certain motor car drivers to assume risks that they would avoid at other times, and it is this unsteadiness that makes motorists unable to control their machines as promptly and efficiently as they should, says Francis M. Hugo, secretary of state of New York.

This practice seems to cause loss of a sense of proportion which under different circumstances would ordinarily enable persons to weigh their rights against others, and it is this point of view, so tactlessly acquired, that makes the problem more difficult to solve, because certain motorists continue to sympathize with this more or less reprehensible offender, whom they should be first to condemn and whom they should make vigorous efforts to eliminate.

Of course, it would be almost impossible to enforce a law prohibiting motor car drivers from using intoxicating liquors before or during a drive, unless their disobedience caused serious accidents. As a matter of fact, most accidents are not due to evil intention—"joy riders" generally mean no harm—but they are caused by the effects of overindulgence on the part of the driver. Even a moderate quantity of alcohol will quicken his senses and affect, perhaps only slightly, the co-ordination of his brain and muscles.

In the first place such a motorist takes greater risks than he would otherwise; secondly, he cannot control his muscles as promptly and accurately as before. Consequently, a large number of accidents occur on what are virtually "intoxicated joy rides," whether they are recognized under that name or not.

It is therefore, of first importance that intoxicated motor car drivers should be punished severely, for every one knows that the conditions on the highways, especially in city thoroughfares, are most dangerous. Millions of people annually trust their lives to the care and skill of drivers, and if the latter fall in their duty, accidents will follow accidents and people will be injured and killed.

## ONE AND HALF TON MOTOR TRUCK DOES WORK OF 36 HORSES

The statement that a one and one-half-ton motor truck would replace 36 horses and save the labor of five men might be heard with a degree of skepticism by the average motor truck user, says the Power Wagon. The machine has done big things in reducing the cost of transportation, but this record which is remarkable in many ways, was made by a machine in the service of J. A. Huntington of Kettle, California.

Huntington purchased the machine about a year and a half ago, and has had it on the stage run between Kettle and Westwood, a distance of 42 miles, since that time. The machine spent 15 months on that run and the month of October on the Oroville-Granite basin road. Two months last winter, January and February, when the roads were impassable, it was idle. On its regular stage run the car ascends to an altitude of 5200 feet, while on the Granite basin route it reaches a height of 7000 feet. The machine is the only one ever driven to Big Basin. It is a mountain road of unusual difficulty, with grades in places exceeding 30 per cent.

On the regular stage run it formerly was necessary to employ 36 horses, for the stage was worked by relays. It also required the services of six men. When Huntington decided to motorize he placed the car at work at once, and in the time it has been in service it has practically paid for itself in the saving it has made. In addition it decreased the time of the trip by nine hours.

### U. S. AUTO TRADE GROWS: EXPORT-IMPORT TABLE

For the 12-month periods ending June 30 each year following are the figures for motor car imports into the United States since 1908 for pleasure car and commercial vehicles combined:

Year	No.	Value
1908	1,045	\$2,590,134
1909	1,524	2,965,391
1910	1,743	2,851,445
1911	883	1,808,843
1912	963	2,124,155
1913	300	1,753,289
1914	748	620,492
1915	332	745,303
1916	474	801,911

The following figures on automobile exports from the United States since 1908, covering both pleasure and commercial cars, show clearly how this country is gaining in importance as a motor car center:

Year	No.	Value
1908	2,477	\$4,654,391
1909	3,154	5,367,021
1910	6,225	9,548,700
1911	11,802	15,965,045
1912	21,767	31,656,123
1913	25,388	36,915,921
1914	29,990	38,574,574
1915	25,388	37,874,695
1916	27,496	37,464,351